



NMI National Meeting
Portofino Bay - Orlando, FL
Sept. 6th - Sept. 10th, 2006

1

***Licensing &
New Products***

2

Merchandising

3

Display Repair

4

IS Training

5

Regional Module

6

Sales Presentation

7

Brass Tacks

8

Miscellaneous

The **#1** Best use of the name...
And to our friends in this business ~

Sony... Microsoft...

Wii win – you lose!!!



New Products and Licensing Module

Sandy Hatcher, Software & Accessory
Licensing Manager

Tina Painton, Licensing Marketing/Creative
Specialist

Thom Leonard, NMI Coordinator

Michelle Heimerl, NMI Field Specialist

Stephen Ward, Tester

What's on the Agenda:

- **Licensing Update – Software & Accessories**
– *Sandy*
- **Licensees & Marketing** – *Tina*
- **Hands on Game Play: "You, Me and Wii"** –
Thom, Michelle, Sandy, Tina, Stephen
- **"Navigating the Blue Ocean" – Q&A / Role
Play** – *Thom, Michelle*
- **Module Q&A** – *Sandy, Tina, Thom, Michelle*

Third Party Titles Contribute to the Majority of Nintendo's Worldwide Revenue

With No Licensees -

We don't compete -

It's that important!

From 5 Licensees in 1985 to:

80+ Authorized Licensees

1,000+ Authorized Developers



Top 5 Licensees for All Platforms in 2006

#1 THQ

#2 Disney (Buena Vista Games)

#3 Activision

#4 Electronic Arts

#5 Sega

Let's Talk Nintendo DS Hardware

- Launched 11/21/2004
- It's another handheld hit!
And it's gone nuts!!



Nintendo DS & GBA Installed Base

	 Japan	 USA	 Europe	 Global
NINTENDO DS (DSL: 3.4M) (DSL: 0.6M) (DSL: 0.4M)	9.9M	5.2M	5.1M	20.1M
GAME BOY ADVANCE Includes SP& Micro	15.2M	33.0M	17.0M	65.2M
 PlayStation Portable	3.7M	4.7M	3.3M	11.7M

And You Asked About DS Software Support?

On the First Party Side...
Look what's driving the hardware!!

 2.5M	 0.6M	 0.3M
 0.8M	 1.0M	

And On the Third Party Side...

- 134 Third party DS titles have released so far this year.
- 280 expected by year end!



Top 5 Nintendo DS Licensees

- #1 THQ
- #2 Electronic Arts
- #3 Activision
- #4 Disney (Buena Vista Games)
- #5 Majesco

What's Hot For the DS This Holiday!

ACTIVISION (5 titles)

- *"Tony Hawk's Downhill Jam"* - October (Wi-Fi)

ATARI

- *"Totally Spies Undercover"* - November

DISNEY (4 titles)

- *"Chicken Little: Ace In Space"* - October

DESTINATION (9 titles)

- *"Harlem Globetrotters World Tour"* - October

EIDOS (2 titles)

- *"Lara Croft Tomb Raider Legend"* - October

ELECTRONIC ARTS (4 titles)

- *"FIFA Soccer 07"* - October (Wi-Fi)

Holiday DS Titles Continued...

KONAMI (7 titles)

- *"Castlevania: Portrait of Ruin"* - November

MAJESCO (5 titles)

- *"Cooking Mama"* - October

MIDWAY

- *"Happy Feet"* - November

NATSUME

- *"Harvest Moon"* - September

SQUARE ENIX

- *"Final Fantasy III"* - October

TAKE TWO

- *"Major League Baseball 2K6"* - October

Holiday DS Titles Continued...

THQ (5 titles)

- "Avatar: The Last Airbender" - October

UBISOFT (8 titles)

- "Open Season" - September (Wi-Fi)

VIVENDI (3 titles)

- "Eragon" - October

WARNER BROS. (2 titles)

- "Justice League Heroes" - October

Nintendo DS Wi-Fi Connection



Allows players to connect with other people around the world using an internet connection in their home, or at a hotspot. Games must be programmed specific for this. Nintendo is not charging anyone to use this service.



Wireless games allows you to play against other local players wirelessly up to 100 feet from each other.

Nintendo Wi-Fi Connection



2.0M Unique Devices

70.0M Connections



Licensed Third Party Accessories

Yes! They are important!!



Accessories



AS A CONSUMER – Which would you buy?

AS A RETAILER – Which would you carry?

Licensed Accessories

- Nintendo's Licensed Accessory Program delivers quality
- RETAIL BENEFIT – Move up to 25% additional product
- Major Accessory companies want to participate – Need Retail support



Licensed Accessories

- **Bottom Line**

- **PROTECT** our Consumer

- **SELL** better

- **LOOK** better on store shelves



What Can You Do?

- **EDUCATE RETAILER**

- Limited Shelf Space – Fill with Licensed Product
- Licensed Product = Consumer Satisfaction = Higher Profits
- Nintendo and Retailers can push Unlicensed Product out



SUMMARY

- Look for this Seal!
- It protects Nintendo Customers
- Educate Retail – Licensed products sell better
- Push Licensed Products into valuable retail space
- Limits Nintendo's Liability






Wii Information

MSRP: Less than \$250

Worldwide Quantity:
End of 2006 : 4M
By end of March 2007: 6M

Release: Q4 2006



What Exactly Happened At E3?



Do We Have Third Party Support?

- Over 450 Publisher/Developers have contacted us to get on board.
- All existing console Publishers signed up.

Yes! They Have Development Kits

- Close to 500 Development Kits and Controllers are in the hands of our Publishers/Developers.
- Development Kit cost comparison:
 - Sony and Microsoft - \$10,000+ - per seat!
 - Wii - \$1,500 - per seat!
- Cost to the Publisher to develop a game:
 - Sony and Microsoft - \$10 to \$20 million!
 - Wii - \$2.5+ million!
- We can't build the dev kits fast enough!
- More are shipping every couple of weeks.
- 130 development studios are in the "Holding Tank" to be signed up after launch.



Are Licensees on Board with Wii Software at Launch?

Let's Compare to Past Launches:

	PRODUCT	RELEASE DATE (USA)	NUMBER OF LICENSEE TITLES 3 MONTHS FROM HARDWARE LAUNCH
	NES	10/18/1985	8
	Game Boy	7/21/1989	7
	Super NES	8/19/1991	23
	Nintendo 64	9/29/1996	3
	Game Boy Advance	6/11/2001	48
	Nintendo GameCube	11/18/2001	29
	Nintendo DS	11/21/2004	12
	Wii	TBD	27

Sneak Peak at What You'll See

Q4 2006

ACTIVISION	Marvel: Ultimate Alliance	Action RPG
ACTIVISION	Tony Hawk's Downhill Jam	Skateboard Racing
ATLUS	Trauma Center: Second Opinion	Medical Simulation
DISNEY	Chicken Little: Ace in Space	Action/Adventure
EA	Madden NFL	Sports
EA	Need for Speed: Carbon	Racing/Adventure
KONAMI	Elebits	Action/Strategy
SEGA	Super Monkey Ball: Banana Blitz	Action/Party
THQ	Avatar The Last Airbender	Action/Adventure
THQ	CARS	Racing
THQ	Spongebob: Creature from Krusty Krab	Action/Adventure
THQ	Barnyard	Action/Adventure
UBISOFT	Red Steel	1 st Person Shooter
UBISOFT	Open Season	Action Adventure
UBISOFT	Rayman Raving Rabbids	Action/Adventure

Sneak Peak at What You'll See

Q1 2007

ACTIVISION	Call of Duty 3	1 st Person Shooter
ACTIVISION	Rapala Fishing	Fishing
ATARI	Dragonball Z Budokai: Tenkaichi 2	Fighting
EA	The Godfather	Action
EA	Tiger Woods 2007	Extreme Sports
MASTIFF	Mr. Domino	Puzzle
MIDWAY	Ant Bully	Action/Adventure
MIDWAY	Happy Feet	Action/Adventure
MIDWAY	Mortal Kombat: Armageddon	Fighting
MIDWAY	Rampage: Total Destruction	Action
SEGA	Sonic Wildfire	Action/Adventure
SNK	Metal Slug Collection	Action Shooter
UBISOFT	GT Racing	Racing
UBISOFT	Blazing Angels 2	Flight Simulation
UBISOFT	Far Cry	1 st Person Shooter

**And to Give You a Taste of
What Licensees are Up To...**

**Thank You for Continuing to
Support Our Licensees!!
Without You - Their Business
Could Not Flourish!!**



Tina Painton

Licensing Marketing/Creative
Specialist

DS Download Stations

- Strategy
- Third Party Support
- Creating a Demo
- Next Scheduled Demo



Strategy in North America



About 10,000 Stations

In US, Canada and Latin America

GameStop

EB GAMES

TOYS R US

BEST BUY

game crazy

+

WALMART

Target City

By End of August

Third Party Support

We want Licensee games to be included in the DS Download Station and Licensees want to be a part of the DS Download Station, BUT...

Support so far:

ACTIVISION

Eidos

ovg
GAMES

SEGA

UBISOFT

**VIVENDI
UNIVERSAL
GAMES**

MAJESCO

ATARI

THQ

Bethesda

What Does It Take to Build a Demo For The DS Download Station

- Marketing people say "yes" until they learn what it takes to build a demo.
- It must be new content and releasing after the Game Card is placed at retail. Timing is often a challenge.
- It takes about 4 months to build a DS download demo card for retail.
 - For example: we started requesting content for Demo #4 at the beginning of July.

Demo for the DS Download Station

- DS Download Card #4 is scheduled for a November 1 launch.
 - It will include many Licensee titles in the form of playable and trailer formats.
 - Trailers and playable that may be included are:
 - Spider-Man: Battle for NY
 - Cooking Mama
 - Charlotte's Web
 - Lara Croft Tomb Raider



What Does It Take To Build a Demo For The DS Download Station

- We can't use a level or portion of a game currently in development.
- Licensees must create a demo specific to the DS Download demo specifications.
 - Licensees do not have the staff to create a demo.
 - Building a demo costs time and money that could be spent on developing the game and could cause the game to be delayed.
 - Size of demo is small making it difficult to develop for.
- Creating a video is not easy either. Specifications must be followed and creating a video for the dual screen can be challenging.

What Does It Take To Build a Demo For The DS Download Station

- We typically request 15 titles, but receive 6-8 new titles in the form of either a playable or trailer.
- Previous Game Card content re-used.
 - "Key" titles are often re-used to fill up the rest of the card.
 - "Key" titles would be "Touch Generation".
 - Nintendo titles that haven't released yet are often reused.

Third Party Marketing Support

It does exist, but you may not see it.

Two types of marketing support:

- BIG support
- Other Marketing and Promotional Opportunity support

Why do we partner with some Licensees over others?

BIG Support

- Previously, we have partnered with Licensees such as Sega, EA and Activision with marketing money to create exclusive GameCube TV spots.
- We have partnered with EA to include Nintendo characters in their GameCube games

- NBA Street Vol. 3
- Fight Night Round 2
- SSX On Tour



Let's Watch a Clip!



BIG Support

- We partnered with Activision by providing monetary and matching marketing support for the Tony Hawk American Sk8tland Nintendo Wi-Fi title.
- We are providing both marketing and development support for Activision and Ubisoft Wii launch titles.
- ROTO's – We include Third Party games in retail ads we buy to support our hardware and software.



Other Marketing and Promotional Support – No Cost

- Library TV Spots for GameCube and DS:
 - MVP Baseball 2004 - GCN
 - Balen Kaitos - GCN
 - Need For Speed Most Wanted – DS
 - GoldenEye: Rogue Agent - DS
- Grass-roots Marketing Events (game sampling):
 - DS Lite Sampling Tours
 - Nintendo Fusion Tours (show logo)
 - Burton Snowboard Tour
 - Retail Trade Shows
 - EB, Best Buy, Circuit City
 - South by South Music Festival
 - Celebrity Outreach
 - MTV College Tailgate Tours





Other Marketing and Promotional Support – No Cost

- Penny Arcade Expo
- Retail Catalogs
- Retail P.O.P.
- Online Marketing Campaigns
- Media / Analyst Tours
- Advertorial Print & Online Campaigns



How Do We Choose Who to Support?

- BIG Support:
 - Will the software push hardware?
 - How will the Licensee support their own title.
 - Is the game exclusive, offer an exclusive time frame or include extra features for our platform.
 - How much will they order?
 - Release date
 - What does Nintendo have releasing and will it fill a gap in genre?



How Do We Choose Who to Support?

- Other Support:
 - Nintendo Marketing department has opportunities that allows for Licensee inclusion.
 - Release date
 - Fills a genre or demographic we are missing.

New Products



Navigating the Blue Ocean

- What IS the "Blue Ocean"?

The **Blue Ocean Strategy** is a business strategy about capturing uncontested market space, thereby making competition irrelevant. The "oceans" refers to the market or industry. The idea is to do something different from everyone else, produce something that no one has yet seen, thereby creating a "blue ocean".



The Legend of Zelda: Twilight Princess

- When Link travels to the Twilight Realm, he transforms into a wolf and must scour the land with the help of a mysterious girl.
- The Wii Remote and the Nunchuk controller are used for a variety of game activities, including **fishing** and special **sword attacks**.
- Amazing **horseback combat** system.
- Launch Title.



Metroid Prime 3 Corruption

- Players control Samus by moving with the Nunchuk controller and **aiming with the pointer.**
- Samus will employ well-known power-ups like the Grapple Beam and Morph Ball, as well as a bunch of **new surprises.**
- Eventually, players must take down Samus' mortal enemy, Dark Samus.



Super Mario Galaxy

- Mario takes advantage of all the unique aspects of the Wii Remote and Nunchuk controller, unleashing new moves as players **shake the controller** and even point at and drag items with the pointer.
- Players perform mind-bending, low-gravity jumps across wild alien terrain as they experience platforming for a new generation.



Super Smash Brothers Brawl

- Continuing the super-huge franchise with many exciting and highly-anticipated new characters!



There are lots of
exciting Nintendo
DS titles coming up
– just to name a few:

Diddy Kong Racing (TBA)

Hotel Dusk (releases Q4 2006)

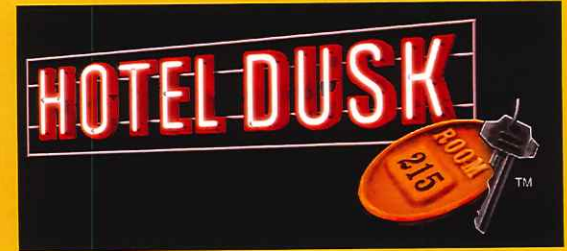
Children of Mana (releases 10/30/06)

Pok. Ranger (releases 10/30/06)

Elite Beat Agents (releases Q4 2006)

Zelda (releases Q4 2006)

Magical Starsign (releases 10/23/06)



Wii Got Game!

- Demos
 - Excite Truck
 - WarioWare: Smooth Moves
- Hands-on
 - Wii Sports
 - A licensee game!



It's time to play...



SURVEY SAYS!

A survey form with five numbered rows for responses. Each row consists of a blue horizontal bar with rounded ends, a central yellow square containing a white number, and another blue horizontal bar with rounded ends. The numbers 1 through 5 are arranged vertically in the center. The entire form is set against a red background with a fine, pebbled texture.

	1	
	2	
	3	
	4	
	5	

Thanks and have a
great meeting!!!

Wii will change the world.



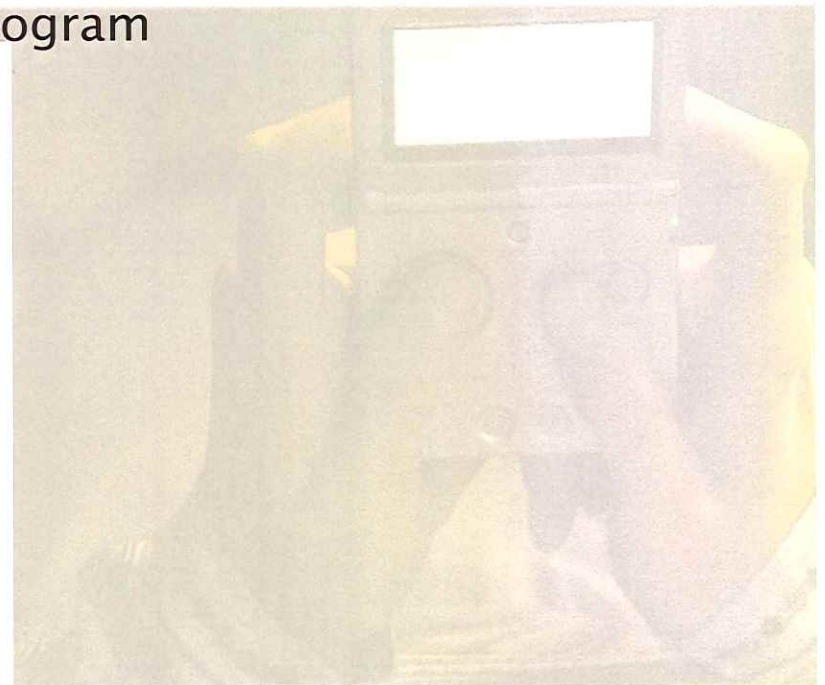
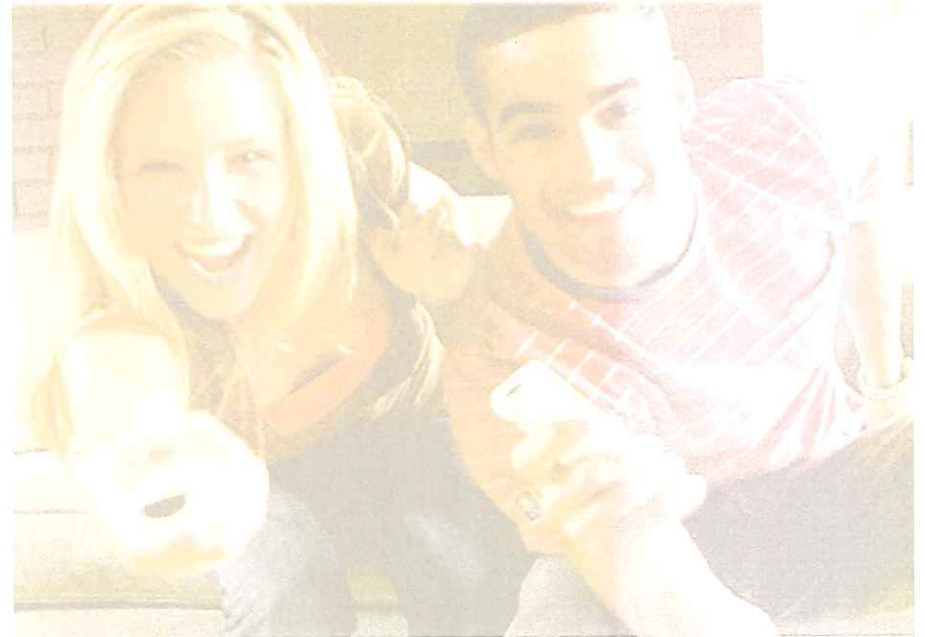
Merchandising Update

National Meeting – September 2006

Kelly Harlin, Jeanette Keblish

Merchandising

- E3 2006 Recap
- Wii
 - Coming soon
 - Store Resets
 - Interactivity
 - Branding
- Special Projects
 - Delta Airlines DS Download program
 - Limited Too
 - Wii Mall Tour
 - Fusion Tour
- Point of Purchase
 - Upcoming launches
 - Wal Mart Pallet Program



Merchandising Area E3 2006



Wii

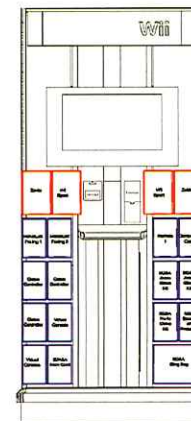
Wii – Target

- **Interactivity**
 - **Video Only**
 - End cap up until Spring
 - Target to install
- **Store Reset**
 - 10/1/06 – 10/22/06
 - Fixture in store by 11/12/06
 - Ship direct to store



3' End Cap

4' End Cap



Wii - Target

- Target to set up
- BD&A Licensed Products
- End Cap runs from 10/22 - 11/18



Wii – Wal Mart

- **Coming Soon**
 - Countdown clock
 - In Line message from 10/1 – launch
- **Interactivity**
 - Video only at launch
 - NOA to provide DVD Player & Disc
 - Complete by 11/1/06

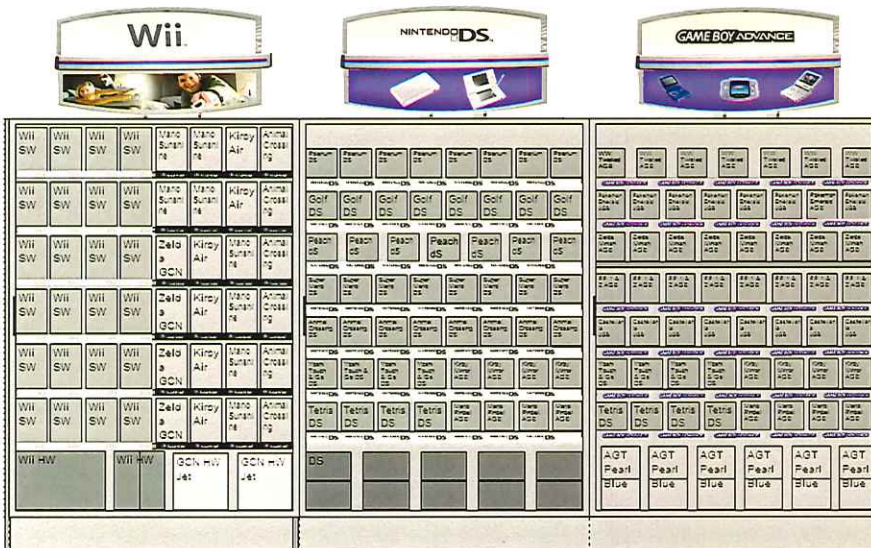
A woman with long brown hair is smiling and holding a Wii remote. In the background, there is a large, stylized 'Wii' logo. The logo is white with a blue outline and is set against a dark background. The woman is wearing a pink long-sleeved shirt. The overall image has a warm, yellowish tint.

- # Wii – Wal Mart
- **Coming Soon**
 - Countdown clock
 - In Line message from 10/1 – launch
 - **Interactivity**
 - Video only at launch
 - NOA to provide DVD Player & Disc
 - Complete by 11/1/06
- 
- A woman with long brown hair is smiling and holding a Wii remote. In the background, there is a large, stylized 'Wii' logo. The logo is white with a blue outline and is set against a dark background. The woman is wearing a pink long-sleeved shirt. The overall image has a warm, yellowish tint.



Wii - Wal Mart

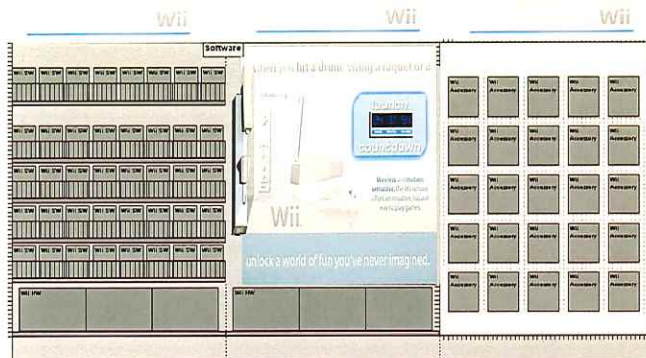
- Planograms



Wii – Best Buy

- **Coming Soon**
 - **End cap**
 - 5 year deal
 - Informational only
 - NMI to Install
 - **Inline**
 - 2 – 4' sections of Software
 - 1-4' section of Accessories

BEST BUY Wii POG



Wii – GameStop

Interactivity

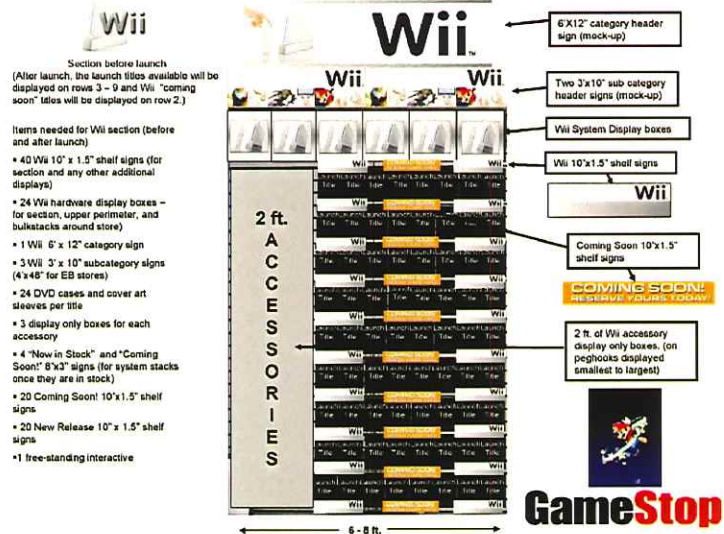
- GameStop employees will man a 'wireless experience'

Store Reset

- Complete by 9/15/06
 - Wii/DS moving to front of store

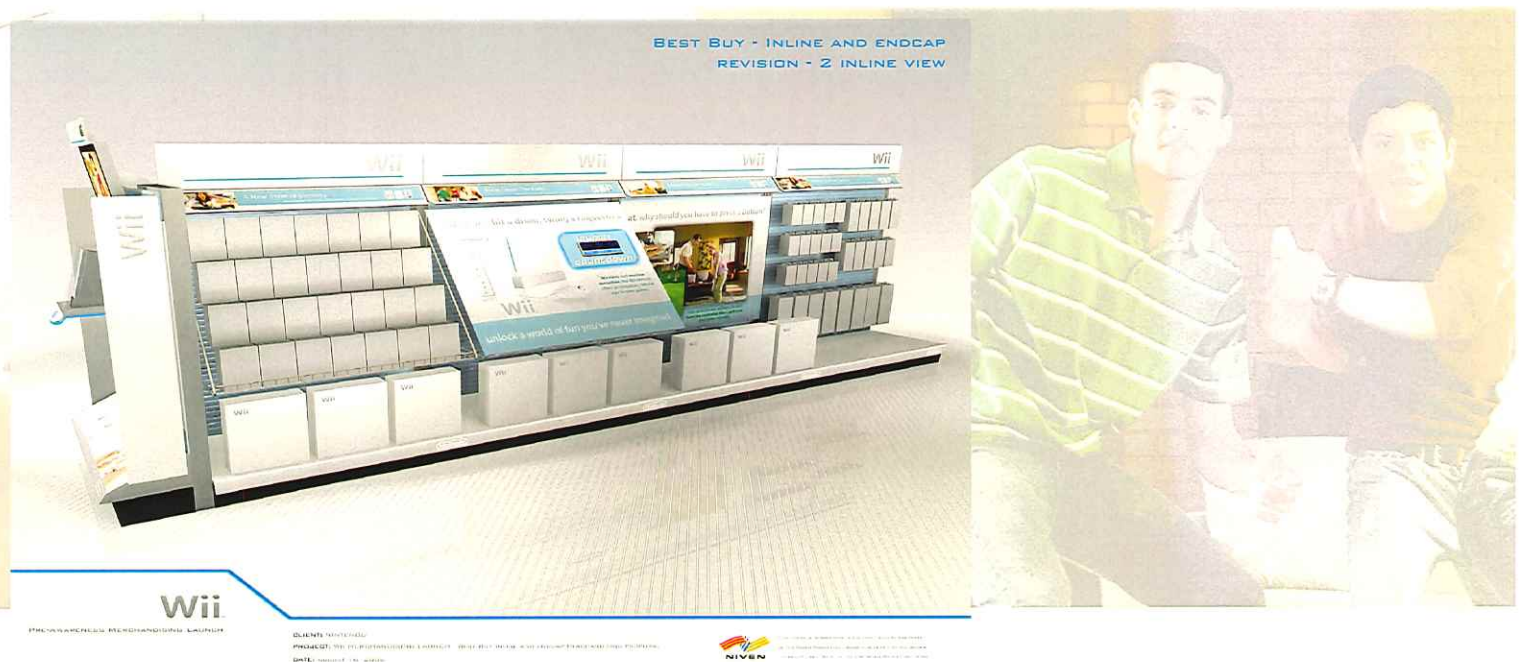


* Store reset 9/5/06 – 9/17/06



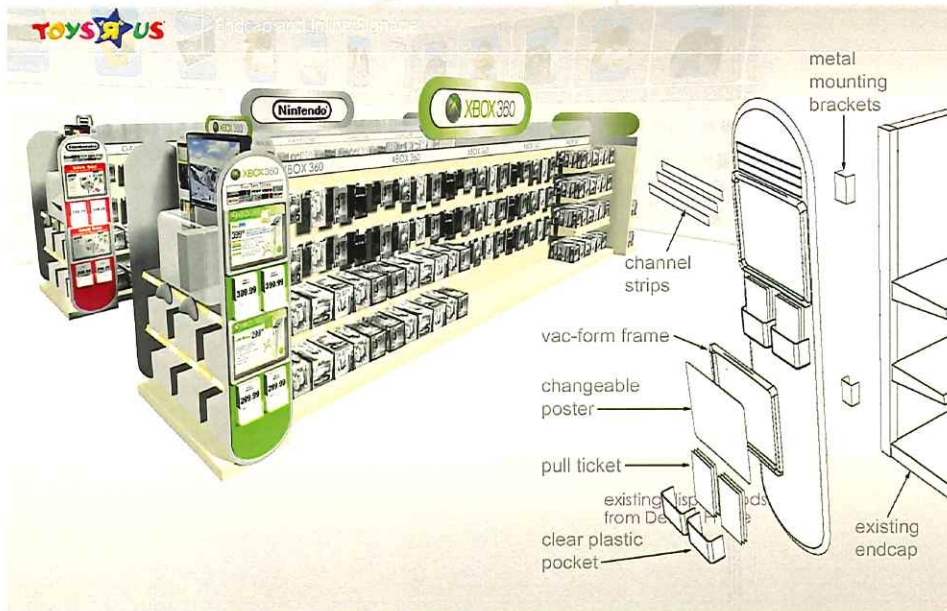
Wii - Toys R Us

- Coming Soon
- Interactivity



Wii - Toys R Us

- Store Reset
 - 16 Test stores – 9/15
 - Rzone – 9/25



TRU PLANOGRAM Proposed Oct Reset

GBA SW	GBA SW	GBA SW	DS SW	DS SW	DS Acc.
--------	--------	--------	-------	-------	---------

4'

4'

4'

4'

4'

4'

12' – 24'
GBA, DS

AGE	GBA SW	DS SW
4'	4'	4'

4'

4'

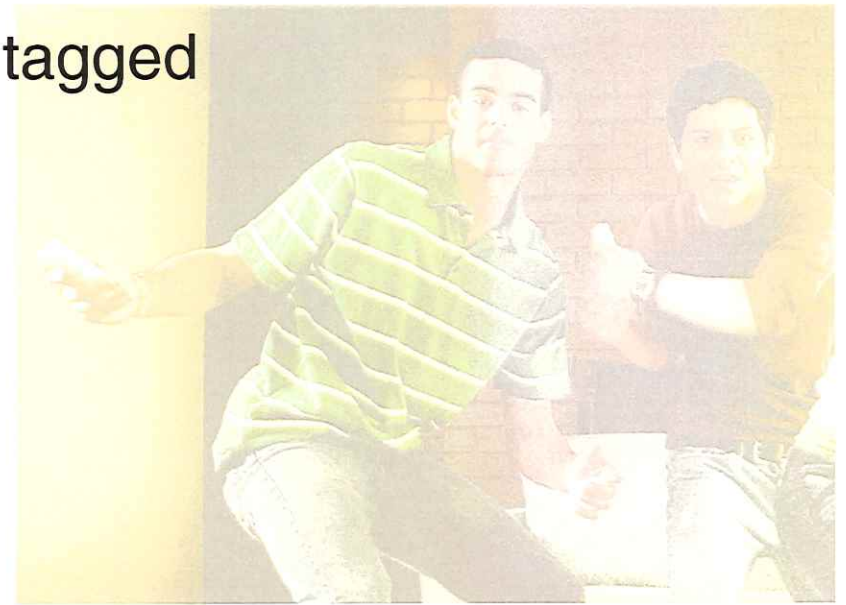
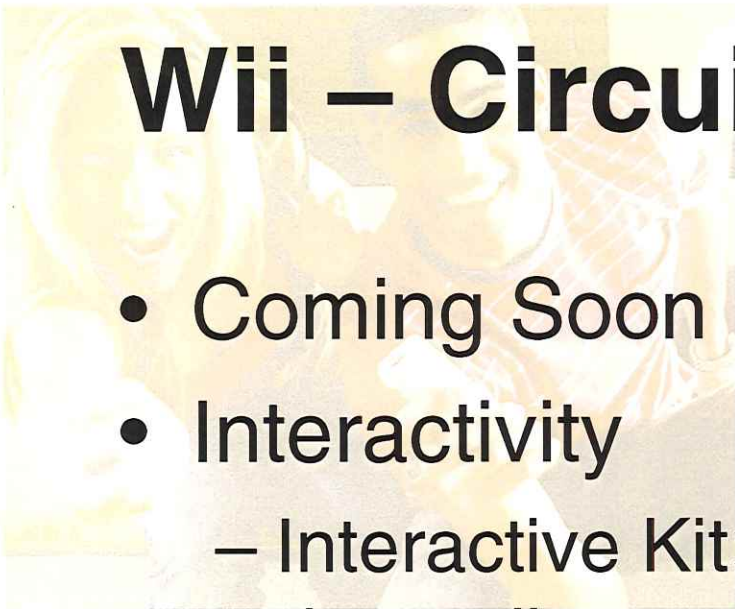
4' X 4'

Wii HW & Acc.	DS INTERACTIVE	GCN HW, Acc.
4'	4'	4'
Wii HW, Guides, Acc.		GCN HW, Acc.
4'		4'
Wii SW		GCN SW
4'		4'
Wii SW		GCN SW
4'		4'
	Wii INTERACTIVE	
	4'	

16' X 4'

Wii – Circuit City

- Coming Soon
- Interactivity
 - Interactive Kit: 2 controllers, Hardware Unit, demo disc
 - Controllers will be source tagged
- Store Reset



Wii – Game Crazy

- Coming Soon
- Interactivity
 - Interactive Kit: 2 controllers, Hardware Unit, demo disc
 - Controllers will be source tagged
- Store Reset





Wii Launch Events



Los Angeles

These renderings are meant to provide you with a sense of the look and feel of the Wii experience at GameStop Universal Studios CityWalk, as it evolves from the start of each event to the midnight launch moment.



Retail location



avistastudios



Launch event



Midnight pyrotechnics & confetti display

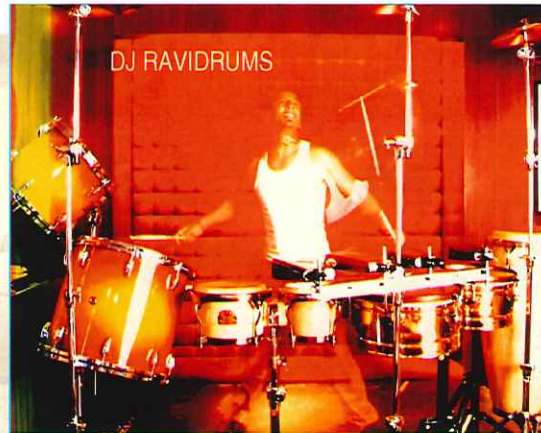
New York City

Toys "R" Us Times Square is the designated site of the Wii launch event in New York City. We plan to take advantage of every incredible asset this venue, and city has to offer...from the ambiance of Times Square and the attraction of this retail location, to the significant branding opportunities, excitement and extraordinary publicity possibilities.

The line-up of live, custom-choreographed entertainment components is the best ever assembled for a launch event at this retail location, which has hosted some of the most talked about launch events the industry has ever seen.

CORE COMPONENTS INCLUDE:

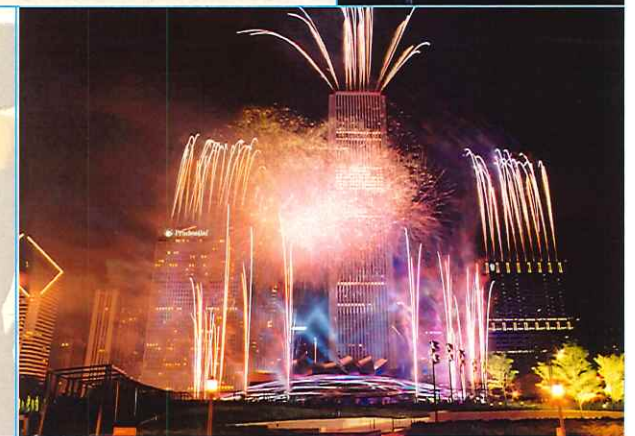
- Custom performance area installed above retail entrance
- Music & live performances by DJ Ravidrums
- World-renowned stunt troupe - AntiGravity (majority aerial displays)
- Local host/emcee
- Video image magnification & documentation package
- JeffreyTron will be used for projecting video assets
- Large format branding on huge, three (3) sided retail store front
- Interactive video backpack team
- Professional sound & lighting package
- Prizes & promotional giveaways
- Midnight countdown & pyrotechnic display
- Radio & in-store advance promotion



QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.



VANESSA MINILLO



Each and every element of this experience is designed to promote the spirit of the brand... they are unique, interactive, inviting, for everyone, engaging, and above all - FUN!

New York City



These renderings are meant to provide you with a sense of the look and feel of the Wii experience at Toys “R” Us Times Square, as it evolves from the start of each event (around 8 or 9pm) to the midnight launch moment.



Retail location at night



Launch event begins



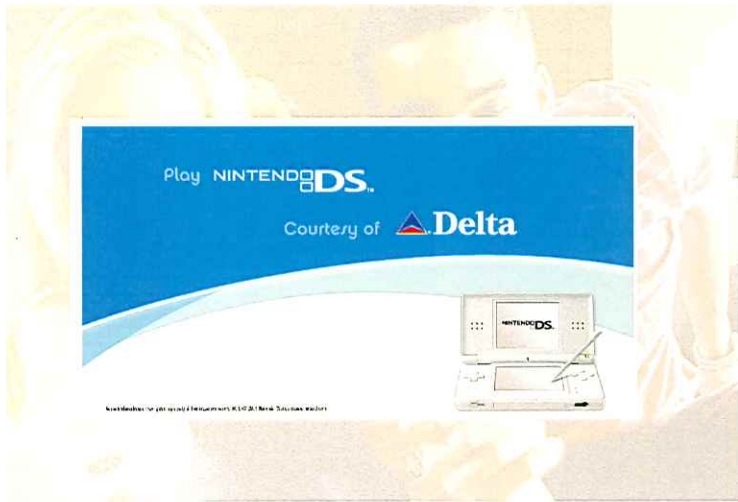
Event evolves



Midnight pyrotechnics & confetti display

Delta DS Download

- DS single floor interactives with download box will be placed in the Delta terminal at two high traffic airports; Atlanta and Cincinnati.
 - Atlanta will receive 6 DS interactives and Cincinnati will receive 3.
 - Atlanta is the busiest airport in the U.S. offering great exposure to a diverse and broad audience.
- The interactives will be utilized as a demo station with DS software and will receive regular DS Download updates.
 - Delta personnel will update cartridges and graphics.
- Delta will provide a poster tripper sign to advertise the Download Stations.
- Implementation date: September 2006



Play NINTENDO DS.
Courtesy of Delta

((((DOWNLOAD STATION))))

DOWNLOAD FREE DS DEMO TITLES HERE!
Bring your Nintendo DS to download games and movies!



 Visit www.nintendo.com for updated rating information.

Questions?
Visit www.nintendo.com for more information



Limited Too

Program Starts: 9/25/06

-Prepack and interactive in 565 Limited Too stores

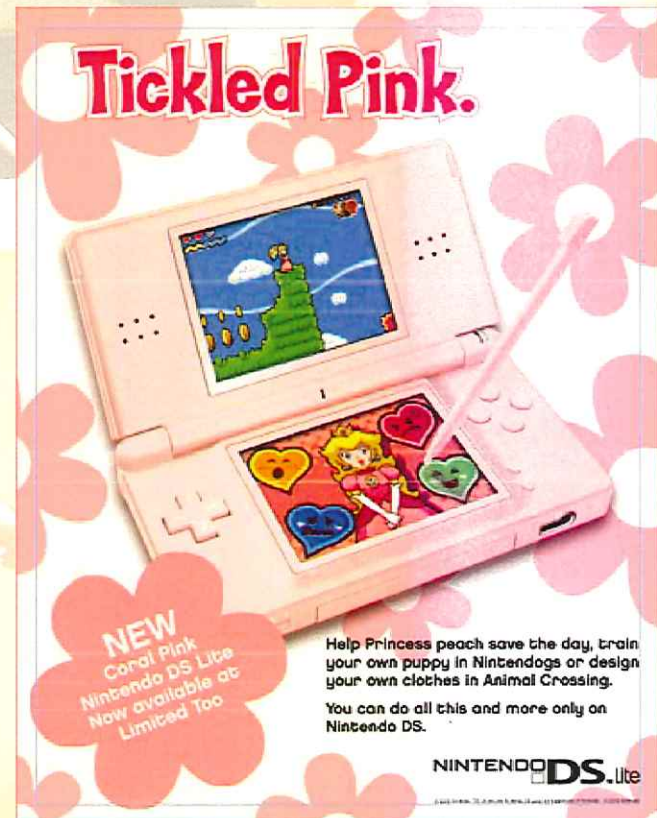
Elements include:

-DS Lite prepack with tethered DS Lite interactive

-Coral Pink DS Lite bundled with Princess Peach and a custom wrist strap



TITLE
NINTENDO/LIMITI
SEMI-PERMANENT
36"W x 14"D x 1"
HARDWARE/SOFTY
VERSION 2
REVISION 3
DATE 8.24.06



Mall Tour

Nintendo will produce 25 Wii kiosks and place them in 25 Westfield Mall locations throughout the U.S.

- Each mall will have 6 kiosks

The kiosks will provide a truly wireless Wii experience for consumers.

Program dates: 11/15/06 – 1/13/07





Fusion Tour

Wii Sampling Opportunities

- Bands: Hawthorne Heights, Relient K, Emery, Plain White T's, The Sleeping
- Tour Kicks off 9/27/06 in Cincinnati, OH. Additional tour dates available on Nintendo.com

- Tour dates: 9/27/06 – 11/11/06

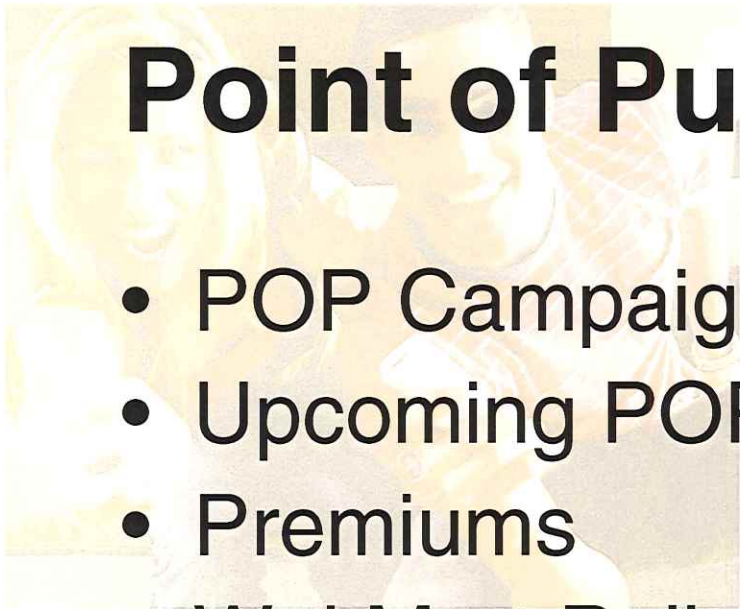
Largest venues will have up to 14 interactives.

- Interactives will be manned by Nintendo Ambassadors

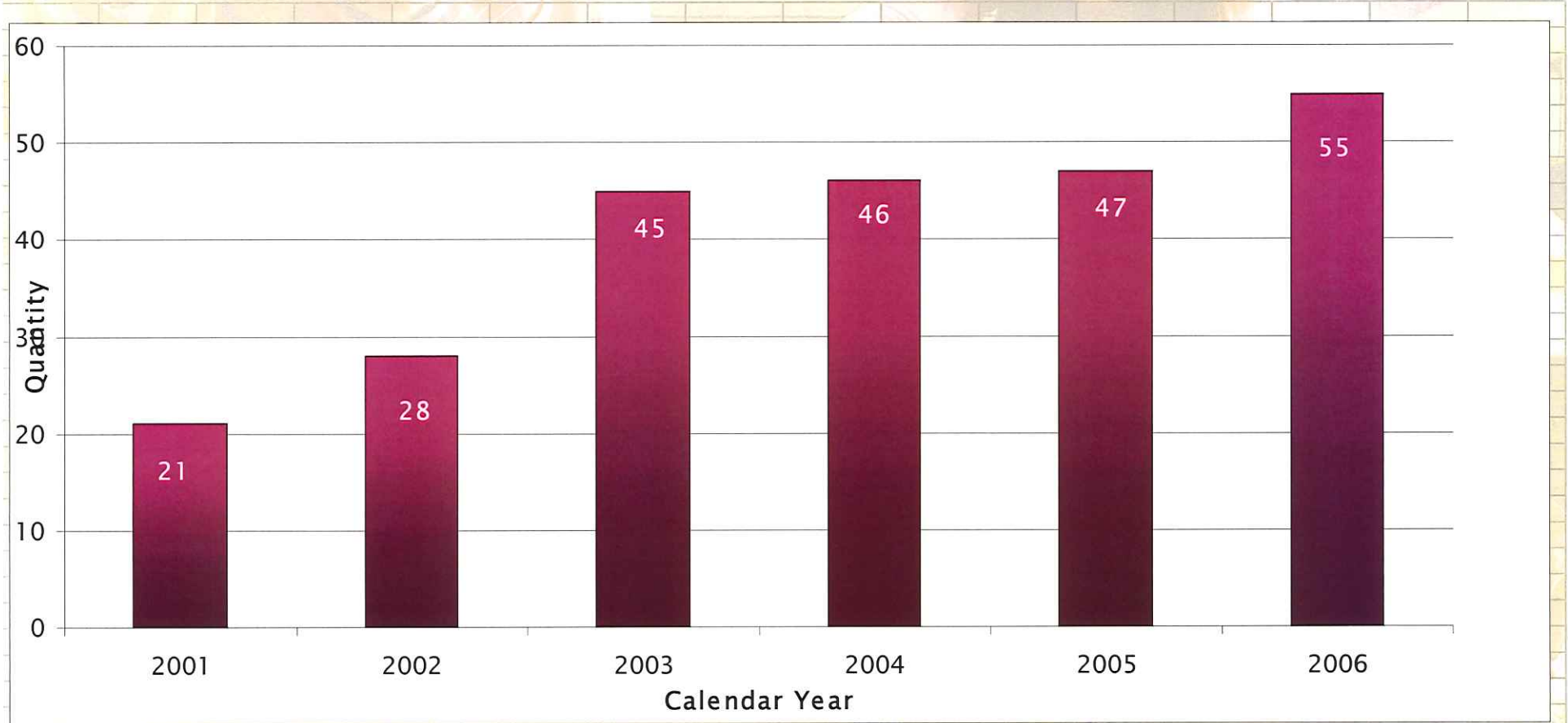


Point of Purchase

- POP Campaign History
- Upcoming POP Campaigns
- Premiums
- Wal Mart Pallet Program
- Feedback



POP - Campaign Frequency



Upcoming POP Campaigns

Placement starts September 18th

Nintendo DS

Clubhouse Games

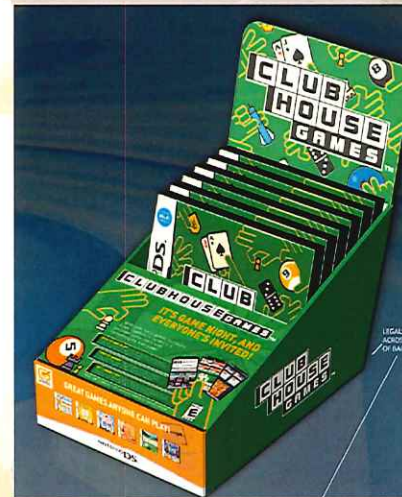
- Counter prepack
 - GameStop & Game Crazy

Touch Generations

- Floor prepack – 6 titles
 - Circuit City & TRU – ship empty or with display boxes DTS
 - Best Buy, Fred Meyer & Fry's – ship with live product DTS

DS Download Cart #3

- Mario vs DK, Elite Beat Agents, Clubhouse Games, Brain Age, Big Brain Academy, Danny Phantom



- GameCube

- Baten Kaitos
 - Petite Medium Display Box
- Interactive Update V36
 - Zelda Twilight Princess



Upcoming POP Campaigns

Placement starts October 16th

- Nintendo DS
 - Magical Star Sign
 - Children of Mana
 - Stacking boxes – features both games, hardware shots and other RPG's
- Pokemon Ranger
 - Character set
 - Dimensional box
- Nintendogs Dalmatian & Friends
 - Standee
 - Character set
 - Floor graphics



- GameCube
 - Zelda Twilight Princess
 - Snipe on Zelda Wii POP pieces
 - Interactive title
- Wii Coming Soon



Upcoming POP Campaigns

Placement starting October 30th

- Nintendo DS
 - Yoshi's Island
 - Elite Beat Agent
- AGB
 - Final Fantasy V
 - Interactive update



Upcoming POP Campaigns

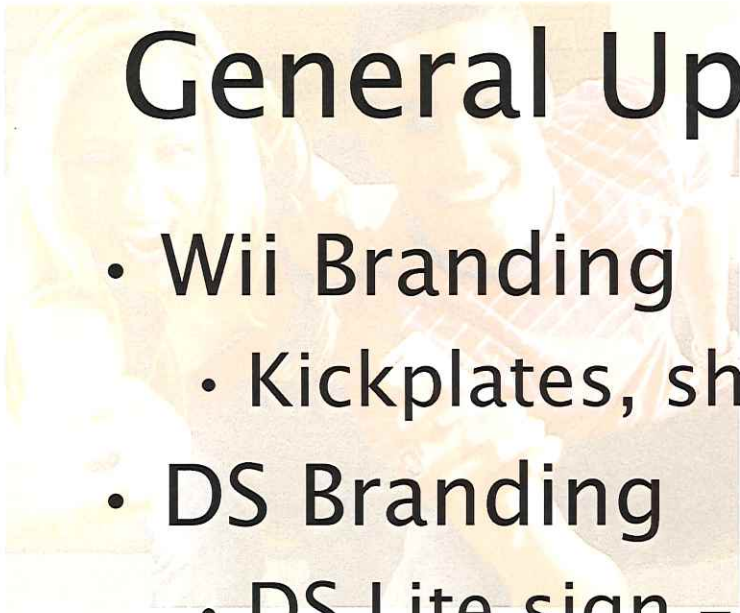
Placement starting November 20th

- Nintendo DS
 - Custom Robo Arena
 - Kirby Squeak Squad
 - DS Download Cart #4



General Updates

- Wii Branding
 - Kickplates, shelf strips, shelf talkers
- DS Branding
 - DS Lite sign – edge lit
 - Nintendo Race track – neon – GameStop



Upcoming Premiums

- Launch specific
 - Pokemon Ranger notebook
 - Nintendogs Dalmatian leash
 - Yoshi's Island key chain
 - Elite Beat badge & DS lanyard
 - Wii tatoos
 - Wii t-shirts
 - Kirby Squeak Squad characters



Upcoming Premiums

- Nintendo generic
 - Gift bags
 - Wrapping paper
 - Notebook
 - Calendars
 - Lanyards (DS & Wii)
 - Flashlight
 - Key chain
 - Ruler
 - T-shirt



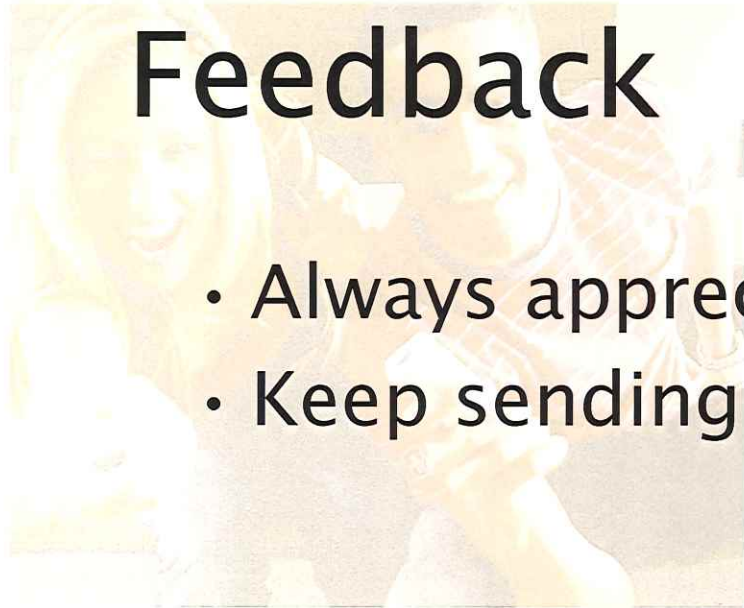
Wal Mart Pallet Program

- Pokemon Mystery Dungeon
- Mario titles



Feedback

- Always appreciated
- Keep sending feedback



Display Support

NMI National Meeting 2006

Handheld Redesign Overview

- NMI store coverage listing
- Product listings

Down Display Percentage

- Define down displays
- Progress on goals

Cost Savings Initiatives/Order Reduction

- ❑ Multi-paks
- ❑ Batching of NMI orders
- ❑ Results to date

Nintendo DS Lite™ Issues (samples)

- ❑ Discuss DS Lite issues
- ❑ Solutions
- ❑ Impact on NMI displays

Returns/Backorders/Order Fulfillment

- ❑ When and what to return
- ❑ What to do in case of back orders
- ❑ Managing parts and order fulfillment

NDAM

- ▣ Outstanding tool
- ▣ Job well done

Wii™ Displays

- ▣ Wii floor
- ▣ Target
- ▣ Interactive kit

All NTR Displays

- ▣ Retrofitted to Nintendo DS Lite
- ▣ NTR mounting brackets

Power Safety

- ▣ NMI guidelines

Stripped Screws

- ▣ For those who would like more training

Stylus Issues


- ▣ The evolution of a part
- ▣ Current status and feedback

Q & A

- ▣ Handout
- ▣ Additional questions

NMI 2006 National Meeting IS Module

Dave Diederich
John Harbottle
Joel Shope



Agenda

- Welcome
- Review of Module Questions
- NMI Retail
- NMI Help
- NMI Photo
- New Appraisal Process
- Password Management
- Hardware
- Home Networking
- Questions / Comments



Review Module Questions

- Fujitsu
 - Case
 - Passwords
- NMI Photo
 - Spell check
 - Email to others
- Broadband, home networking
- NMI Help, shopping cart





New Appraisal Process

- Process is now online
- Character count
- Saving
- Demo
- Future enhancements
 - Spell check
 - Auto save





Password Management

- Security policies, processes
 - Rules part of NMI Help
- Change passwords
 - Change every 180 days
 - Receive email in advance
 - 10, 5, 1, day of
- New website
 - Passwordchange.noa.com
- Let's change your passwords
- What to do if you forget your password







Hardware

- USB Hubs
 - Anyone using?
 - Might be useful with printer and mouse at home
- Any specific questions about the new Fujitsu?
- User manual link in NMI Help





NMI NATIONAL MEETING

SEPTEMBER 6-10, 2006
ORLANDO, FL





AGENDA

- ★ FALL FOCUS
- ★ SENIOR REPS
- ★ PHOTOS
- ★ MILEAGE REIMBURSEMENT
- ★ ON-LINE ANNUAL REVIEWS
- ★ MOSAIC - WALMART
- ★ SUPERVISORS Q & A
- ★ LENGTH OF SERVICE
- ★ REMINDERS



FALL FOCUS

- ★ Wii Interactivity and Launch
- ★ Zelda Launch
- ★ DS Colors
- ★ Focused Store Calls



SENIOR RETAIL REPRESENTATIVE

★ Why?

- Succession Planning within organization
- Address needs of our ever evolving program
- Recognition of our top Reps



SENIOR RETAIL REPRESENTATIVE

★ Criteria to qualify:

- Assist in field training of Retail Reps
- Ability to do overnight travel
- Responsibility for additional challenges:
 - Effective implementation
 - Provides essential information to management
 - Prepares and/or makes presentations at account meetings



SENIOR RETAIL REPRESENTATIVE

★ Knowledge / Experience:

- Outstanding product knowledge
- Thorough understanding of merchandising practices
- Effective communication/presentation skills
- Three + years related experience



PHOTOS

POP / INTERACTIVES

- Show the environment
- Look for competitive POP
 - For what systems?
 - Get a sample
- Take a sampling of photos when...
 - Interactives are installed or updated
 - New POP is placed

Wii GOT GAME

PHOTOS

Information

- New competitive interactives/fixtures
- Provide the detail
 - Location?
 - Which accounts?
- Problems? Take a photo:
 - Damaged boxes
 - Quality issues with new POP

Wii GOT GAME

PHOTOS

CONTESTS



- Submit a *before* and *after* photo
- Taken from the same angle
- Include price stickers and branding
- Comments should include:
 - Contest name on each photo
 - Identify "Before" & "After"
- Be creative
 - Use POP for impact!

Wii GOT GAME

PHOTOS


GENERAL

- Remove the clutter (and your Fuji)
- Useful tool?
 - Submit a tip!
- Ideas?
 - Share them!

MILEAGE REIMBURSEMENT



🚗 Currently at \$0.445 per mile
 🚗 What does it really cost?



GAS

	MILES/GAL		
	15	20	25
\$ 2.80	0.19	0.14	0.11
\$ 3.00	0.20	0.15	0.12
\$ 3.25	0.22	0.16	0.13
\$ 3.50	0.23	0.18	0.14


Gas cost per Mile

OPERATING COSTS/MILE

★ GAS	≈ \$3000	\$.15
★ INSURANCE	≈ \$1500	\$.08
★ MAINTENANCE	≈ \$1000	\$.05
★ TIRES	≈ \$600	\$.03
★ TAX, REG., LICENSE	≈ \$500	\$.03
★ TOTAL	≈ \$6600	\$.33


National averages based on
20,000 miles per year



ANNUAL REVIEWS/BONUS

★ Comp-N-Sate


- Process is now on line
- Limit on character count
- Save it or Lose it!



MOSAIC

★ NMI



- Hands off the modular
- Restock, price & group:
 - Hardware, Accessories, Publications only
- Provide outstanding product Ed & demonstration
- Display repair and maintenance
- Special projects & retrofits
- Report Mosaic service issues
- Work with DM and *Game On Rep* to ensure NOA product is restocked
- NMI's Mission is to Increase Product Sales!



MOSAIC


★ *Mosaic Game On*

- Restock and merchandise all software
- Report OOS/Low Stock
- Modular Audits / Maintenance
- Report display issues
- Provide hotline numbers
- Report Store Compliance on...
 - Current promotions
 - Placement of pallets / fixtures






And now it's time for...

WHAT IF...?





LENGTH OF SERVICE

Reminders


- ★ Bags ready for AM pull
- ★ Stick your roomy with the mini-bar bill
- ★ Meeting hours sent via e-mail
- ★ Sunday Q & A
- ★ Sunday bus schedules
- ★ Awards of Excellence

Reception @ 5:30 - Dinner @ 6:30

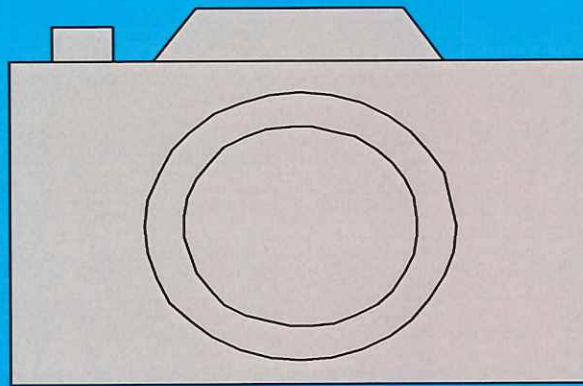


THANK YOU!





**PICTURE
THIS!**



POP



Take pictures so that you can see the piece of POP in its environment.



You can see the size of the item related to other objects and where it is located within the store.

POP



- Take a sample of POP that you place..

as well as.....



- POP that is sent direct to the store.

POP



- Look for POP that other companies are placing. This one is advertising candy.
- Push the button and it will tell you all about Air Heads candy and the new movie Cars!

POP



- This is a feature area that the store set. POP was sent direct to the store and the store personnel set the area. Special touches such as price stickers and shelf strips were added by the Nintendo Rep!

INFORMATION

- Add as much information as needed to describe the item.
- Where is it located?
- Are you seeing it in other accounts?
- What system is it representing?
- How is the piece of POP holding up at retail?

Competitive Information



- This photo shows how Microsoft has taken out the regular Xbox and replaced the entire interactive endcap with a 360 interactive. The GCN and DS interactives were placed in the game aisle next to the DS and AGB games. This is the first I've seen of this but will follow up with more if and when I see it.

Competitive Information



- The XBox 360 has a new endcap case at this store. It is on a back endcap in the department, directly behind it and to the right are the video game cases. This is a static display rather than interactive.

Competitive Information



- This is a 3 sided counter card for Lemmings.

These are fun pieces of POP that the Sony Reps are placing.

The game is for the PSP.



- This is an inflatable piece for Lemmings.

CONTEST ENTRIES



Helpful Hints!

- A before and after photo is required..
- Take both photos from the same spot.
- If the photo includes product.....place price signage.
- Be sure to include '*Before*' or '*After*' and the name of the contest in the comment section of both photos.

THEME DISPLAY



Entries can be as simple as utilizing a couple of posters and some empty boxes!



THEME DISPLAY



Check with the store in advance and order extra POP.



WINDOW DISPLAY



- An empty window is yours for the taking.
- All this took was a few static posters and empty boxes.
- Quick, simple, yet very effective!



STORE MAKE OVER



Both photos were taken from the same angle. The whole glass case can be seen in both photos.



THINGS TO LOOK FOR:



You never know where
you're going to find
interesting items.

**Perfect Dark Recorder
Pen**



Keep a sharp eye out
and snap that photo!

Xbox Phone Fob

Actual samples are
always welcome!

Other



- Keep on the lookout for unique pieces of POP or eye catching displays.
- We may be able to utilize something like it in the future!

SOMETHING NEW



- Take photos of new displays

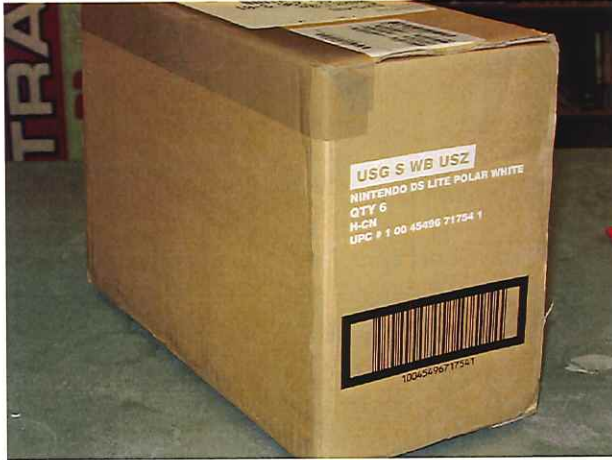
or



- New display updates

See A Problem??

Take a Photo!!



- DS Lite boxes arrived to this store without a street date sticker.
- The new WMT wire shelves are coming apart. The front of the shelf is becoming detached from the bottom of the shelf.

HELPFUL HINTS!

When submitting a tip:

- Try to use Part Numbers when possible in descriptions.
- Context is as important as detail... when you provide a microview it is often helpful to have a "macroview."

FIND A USEFUL TOOL? SUBMIT A TIP!



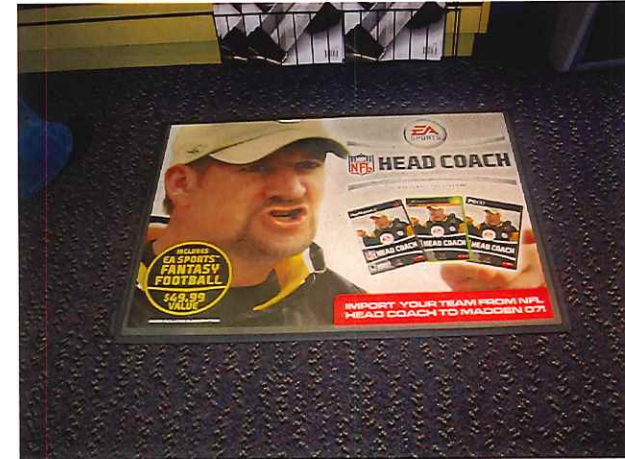
This small screwdriver, purchased at Wal*Mart for \$2.87, is a perfect fit for gaining access to the power supply in the new Wal*Mart glass cases. The bottom holds 6 different magnetized bits.

HAVE AN IDEA? SHARE IT!



Closeup photo of DS download station business cards placed in the slots of the shelf partition at Target. With store approval, these business cards placed at eye level catch the consumer's attention and at the very least make the consumer aware they can download free demo games by bringing in their own DS. Any questions they may have can be answered by simply opening up the business card.

DO



- Look high and low for competitive POP.
- Give as much information as possible. Was the POP sent direct to store or did a Rep bring it in and place it?

DO



- It is ok to take a close up photo to show specific details



- and a distance photo to show placement.

DO



- Remember to rotate the photo prior to transferring



- Make sure everything is perfect....this display is missing the right wing.

DON'T



Don't get too close.
Step back and take
a picture of the whole
case.



Watch that glare!
Tilt the camera a bit
or take the picture from
a different angle.

DON'T

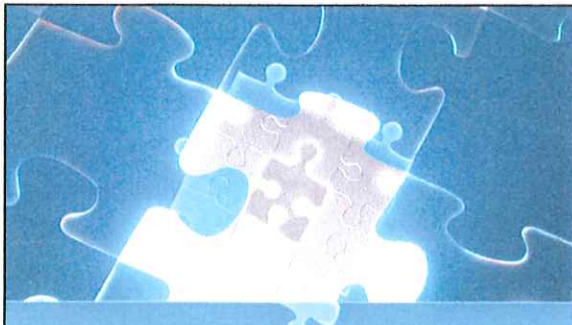


- Don't forget to remove or replace old POP prior to taking the picture.

C

⊖

C



Sales Department
September 7, 2006
Presented by Jennifer Jones and Bob Stoik



Retail Market Place

Kevan Wiilson




Best Buy

Status:

- Currently 750 stores
- 50 new stores
- 2007 growth
- Expanding globally







Best Buy

Nintendo Presence:

- Improve Blue Shirts support of Nintendo
- Achiever's Weekend
- Wii Training DVD
- DS Sampling Program
- Best Buy corporate support







Best Buy

Nintendo DS vs. PSP:

- DS Lite has outsold PSP by a ratio of 1.5:1.0
- Different strategies
- Blue Shirt Sample Program







Best Buy

Adult Male Gamer:

- Male Gamer represents 20% of the gaming consumer base
- Gaming tournaments
- Audience expansion






Best Buy

Actions Needed:

- Reinforce our broader-audience strategy
- Encourage Blue Shirts to direct customers to the DS Download station
- Reinforce Nintendo successes






Target

Status:

- Currently 1443 stores
- 60 new stores planned to open by end of 2006
- 2000 stores in operation by 2010






Target

Merchandising:

- Endcaps
- DS Download
- POP
- AGT interactives






Target

How can NMI help?

- Product education
- Key item strategy
- Cross merchandising
- Interactive maintenance






Circuit City


Planogram:

- Portable HW is moving
- Planogram review

Male Gamer:

- Developing promotions and advertising campaigns
- Direct Mail






Circuit City

Actions Needed:

- Store associate focus
- Continue to build rapport
- Store execution
- Provide feedback






GameStop

Status:

- EB + GameStop
 - 1+1 = 4
- Growth
 - 200 new stores this year
 - Currently at 3,659 stores




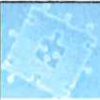


GameStop

POP/Merchandising:

- Be aggressive but don't go overboard
- Vendor of the month has been discontinued
- DS Interactives






GameStop

How can NMI help?

- Product education
- Merchandising
 - Watch dog Wii Mall Tour
- Hype pre-sell
 - Talk up titles that are schedule launch titles
- Build on your relationship with each and every store
- Change their attitude




Wal~Mart

Landscape





Wal~Mart

Modular:


- Theory
- Out-of-stocks
- Space allocation
- Pusher trays
- Interactives





Wal~Mart

Mosaic Responsibilities:

- Modular compliance
- POP, PDQ and pallet execution
- Back-room management
- Industry education







Wal~Mart

Player's Guides:

- Modular process change
- RA number is published to close the item out
- NMI assistance in RA execution
- Comply in 30-days, often extended another 30-days







Wal~Mart

Actions Needed:

- Align efforts with Mosaic
- Monitor all HW / ACC SKUs, properly tagged and shelved
- Ensure that each interactive and DS download station is functioning







Game Crazy

Status:

- Game Crazy – performing well
- Hollywood Video – doing okay
- Movie Gallery – not so well





Game Crazy

Interactives:

- Currently all stores are scheduled to receive kits for Wii interactives






Game Crazy

How can NMI help?

- Product education
- Cross merchandising on Hollywood movie side of store
- Manage POP in all stores
- Communicate inventory issues





Toys R Us

Store Updates:

- Transition year and models
- New management decisions





Toys R Us

Actions Needed:

- Store associate focus
 - Reinforce catalog library sales opportunities.
 - Review upcoming key advertising and promotions.
- Store execution
 - Product from backroom to floor
- Provide feedback






Fred Meyer

How can NMI help?

- Planogram compliance
- Product education
- Cross merchandising outside of electronics







Meijer and Shopko

Actions Needed:

- Consistency among all stores serviced
- Education
- RTB – "Raise the Bar"



Fry's

How can NMI help?

- Product education to dedicated video game associate
- Assertive merchandising
- Communicate inventory issues





Kmart and Sears

Financials and Challenges:

- Net income \$180M Q1
- Acquisition ready
- Inventory challenges
- Store execution
- 70 locations retro-fitted






Kmart and Sears

Interactive Strategy:

- No plans for Game Cube
- Reviewing go forward strategy
Wii/PS3/Xbox 360
- Improve presentation







Kmart and Sears

Action Needed:

- Help keep it simple
- Communication
- Significant need for education
- Stock and label shelves





Thank You

Nintendo®

**Having it Both Ways:
Holding the Core and Reaching for More**

George Harrison and Kevan Wilson
Brass Tacks
August 2006

Nintendo

Agenda

- ❖ Since We Last Met
- ❖ Japan Perspective
- ❖ Corporate Priorities
- ❖ DS 2006 Plans
- ❖ Wii Launch Plans

Nintendo

Since We Last Met

Headlines

- ❖ DS Holiday Strength
 - Nintendogs, Mario Kart, Animal Crossing
 - WiFi Connection Launches
- ❖ Q1
 - Tetris
 - Metroid
- ❖ Q2
 - Brain Games
 - New Super Mario Bros
 - DS Lite

Nintendo

Since We Last Met





Sales 2.3 M

Sales 1.0 M

Sales 800 K

Nintendo

Since We Last Met



Unique Users 2.0 M

Total Connections 70.0 M

Nintendo

Since We Last Met




Sales 300 K

Sales 200K

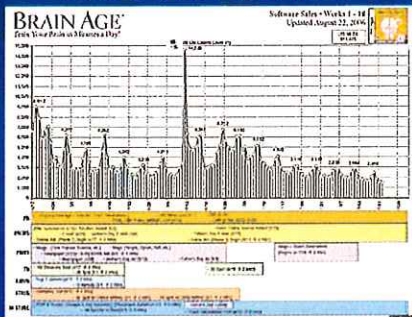
Nintendo

Brain Age



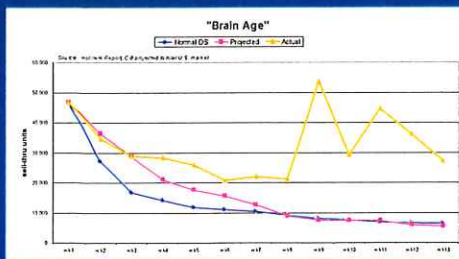
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Since We Last Met



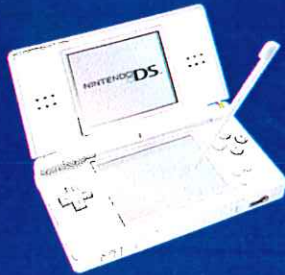
Nintendo

Touch Generations Unique Sales Curve



Nintendo

Since We Last Met



Nintendo

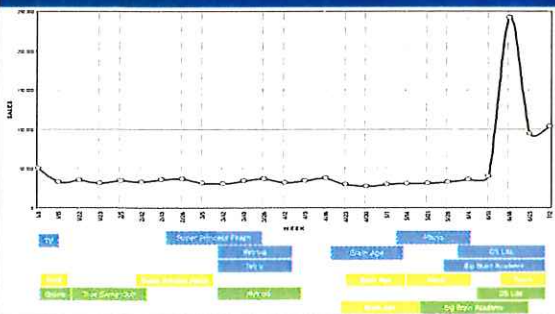
Since We Last Met



Sales 1.1 M

Nintendo

Since We Last Met DS Hardware Weekly Unit Sales



Since We Last Met

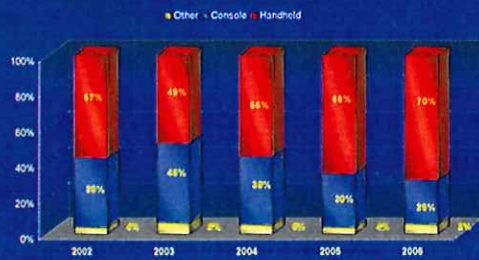
DS Performance

DS:PSP

Before DS Lite	1:1
After DS Lite Launch	4:1

Nintendo

Console vs. Handheld Sales



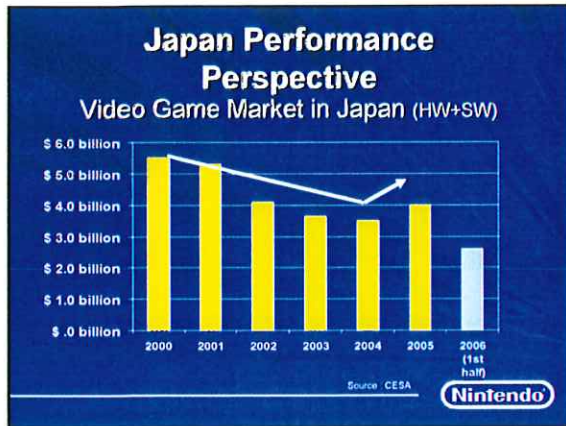
Fiscal Years Ended March 31

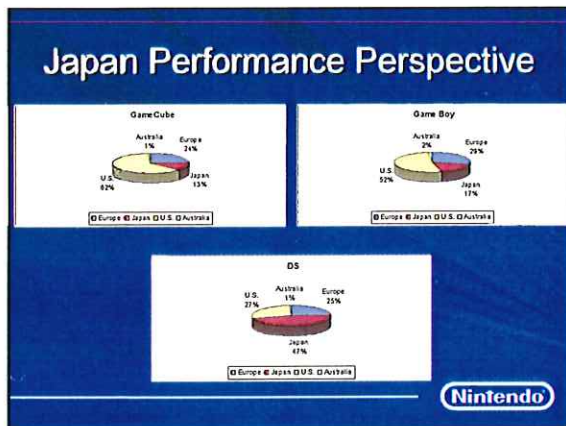
Nintendo

Japan Performance Perspective



Nintendo





Japan Performance Perspective

❖ Hardware Share April-June	75%
❖ Sales Ratio DS:PSP	6:1
❖ Key Title Sales	<u>Millions</u>
– Nintendogs	1.3
– Animal Crossing	3.1
– Brain Games Combined	5.7
– New Super Mario Bros	2.8

Nintendo

NOA Business Strategies

Objective

Focus all our attention on the key areas/initiatives that will drive Nintendo's long term success.



NOA Business Strategies

1. Hand Held Dominance

- DS best wedge for market expansion
- Transition AGB to DS
- Build Wii belief for Launch and 2007
- Create overall Nintendo momentum



NOA Business Strategies

2. Drive Market Expansion and Share Growth

- Innovate the interface
- Redefine game experience
- Bring in new players

Hold the core, and a whole lot more!



NOA Business Strategies

3. Reinvent the Console Business

- Wii...believe it! It will revolutionize the industry
- Launch support Strong first and third-party support
 - ❖ Key titles months 3-6
 - ❖ Already planning for Holiday '07
- Unlocking Nintendo vault of great legacy of games
- New content for virtual console

Nintendo

Transition from AGB to DS

AGT



DS Lite



Nintendo

New Colors

Coral Pink



Onyx



Nintendo









Touch Generations

❖ Upcoming Touch Generations Games

- Clubhouse Games	Oct 9
- Nintendogs Dalmatian	Oct 16
- Elite Beat Agents	Nov 6

❖ Coming Soon

- "Brain Age 2" with New Contents !

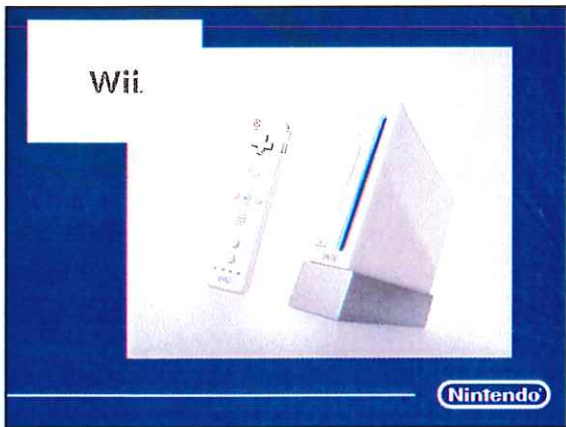
Touch Generations

❖ More Touch Generations software is under development by NOA !

❖ Genre under consideration...

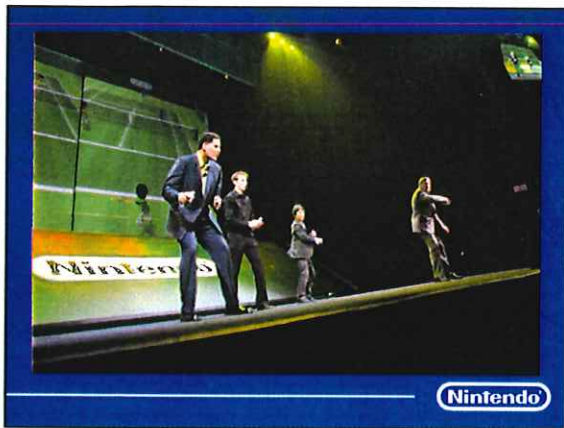
- Puzzle
- Cooking
- Language
- Health
- Music and much more !














Time Magazine




Nintendo

Wii Research



Nintendo

Post-Play Impressions



Freehand play
Virtual console
"Something for Everyone"


Source: Zanithus, NOA

Nintendo

CONFIDENTIAL

Wii : Third Party Support

- ❖ Over 450 Publisher/Developers have contacted us to get on board
- ❖ All existing console Publishers signed up




CONFIDENTIAL

Wii : Third Party Support

Q4 2006

Activision Activision Atlus EA EA Konami Sega THQ THQ	Marvel : Ultimate Alliance Tony Hawk's Downhill Jam Trauma Center : Second Opinion Madden NFL Need for Speed : Carbon Elebits Super Monkey Ball : Banana Blitz Avatar The Last Airbender Cars	Action RPG Skateboard Racing Medical Simulation Sports Racing / Adventure Action / Strategy Action / Party Action / Adventure Racing
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CONFIDENTIAL

Wii : Third Party Support

Q4 2006

THQ THQ Ubisoft Ubisoft Ubisoft Disney	Spongebob : Creature from Krusty Krabb Barnyard Red Steel Open Season Rayman Raving Rabbids Chicken Little: Act in Space	Action / Adventure Action / Adventure 1 st Person Shooter Action / Adventure Action / Adventure Action/Adventure
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Wii Marketing Overview

- ❖ Media Target Changed
 - 25-49 adults and families vs. historic 6-17
- ❖ Selling the experience, not individual software
- ❖ In-store a combination of interactivity and information kiosk
- ❖ Mall sampling a critical component

Nintendo

Key Launch Information

- ❖ Date
- ❖ Price
- ❖ Final lineup
- ❖ Virtual Console details

... Coming Soon!

Nintendo



Nintendo